



Tourism & Events Department
7447 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: February 16, 2021

Subject: Multi-Year Community Event Funding Update-Scottsdale International Film Festival

To understand the Multi-Year Community Event Funding Program impact, staff is scheduling presentations from past program participants. At the February 16 TDC meeting, the producer of the Scottsdale International Film Festival event series will provide a presentation.

Background

The Multi-Year Community Event Funding Program was created to assist events that are long standing, provide a community benefit, and ensure the event's continued success and growth.

At the June 20, 2017 TDC meeting, the commission recommended a multi-year community event funding agreement with the producer of the Scottsdale International Film Festival in the amount of \$37,500 annually over three-years.

The following are highlighted contract deliverable results:

- FY2019/20 direct dollar marketing spend was \$67,250 increased by \$28,789 over contract term.
- Over contract term event attendance averaged 9,499 and increased by 14% in 2020 over 2019.
- FY2019/20 direct dollar event sponsorship \$9,000 increased by \$4,700 over contract term.

The Scottsdale International Film Festival is currently participating in the FY2020/21 standard Community Event Funding Program. The event received \$15,000.